
Evolve Era Presentations, MasterClasses, Workshops For Startups, Scaleups & Small Teams

01. Overview

- **Format:** Keynotes, panels, workshops, live sessions & presentations.
- **Event Types:** Conferences, panel discussions, roundtables, seminars, and webinars.
- **Designed for:** Startups, small companies, tech teams, and early-stage founders.
- **Core Topics:** Business growth & management, scalability insights, leadership, market fit, fundraising & investments, Southeast Asia markets expansion.

02. Presentations & MasterClasses

● Fundraising with Global Funds

Market Fit | Decks | Business Plans



- **Description:** A deep dive into how to attract global investors with winning pitch decks, data-driven business plans, and strategic market-fit validation.
- **Key Takeaways:**
 - Common fundraising mistakes and how to avoid them.
 - Understanding what investors expect.
 - Creating a data-driven pitch deck (not just numbers and pictures).
 - Realistically assessing product-market fit.
 - Developing a business plan that supports a pitch.
 - How to identify and approach the right global funds.
- **Region:** Global | **Duration:** 30–60 min + Q&A | **Booking:** On request

● M&A Insights: What Really Happens

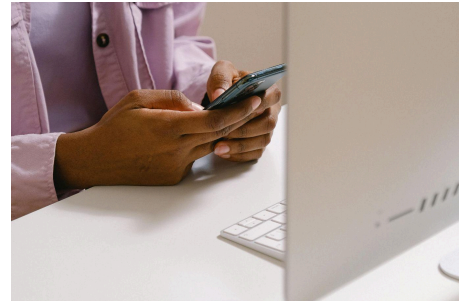
Deal Prep | Risks | Exit Planning



- **Description:** Everything founders need to know before and after an M&A. From Due Diligence and negotiation to share structures and post-deal life. The session combines legal, operational, and human insights in clear, practical language.
- **Key Takeaways:**
 - Key M&A phases and how to prepare effectively.
 - Navigating legal risks and M&A deal politics.
 - Understanding which terms and valuations are sensitive and crucial.
 - Life after M&A: Next steps for Founders and Teams.
 - Exit Options: cash, shares, shares conversion, and liquidation event.
- **Region:** Global | **Duration:** 30–60 min + Q&A | **Booking:** On request

● **Scaling Smart: Metrics & Growth Fundamentals**

Product | Teams | Strategy



- **Description:** A strategic playbook for scaling a startup, optimising products, managing teams, and improving metrics. Includes real-life lessons from leading startups like 12Go and Travelier Group.
- **Key Takeaways:**
 - Defining Goals, Objectives & Milestones.
 - Business Metrics that actually matter.
 - Scalable team and product strategies.
 - Real startup case studies with actionable takeaways.
 - How to avoid common growth traps.
- **Region:** Global | **Duration:** 30–60 min + Q&A | **Booking:** On request

● **Communication Mindset: Leading Global Teams**

**Leadership | Negotiation | Politics |
Cross-Cultural Communication**



- **Description:** Leadership lessons from running global companies. Explore how communication styles, cultural norms, and corporate politics shape decision-making and influence. With practical psychology, contract tactics, and real executive insights.
- **Key Takeaways:**
 - Decoding different communication styles.
 - Fundamentals of assertive, clear, and goal-oriented communication.
 - Frameworks used by top leaders to influence upward and across global teams.
 - Understanding corporate internal politics and the power of persuasion.
 - Stakeholder and Investor Communication Secrets.
- **Region:** Global | **Duration:** 30–60 min + Q&A | **Booking:** On request

● Business in Asia: Expanding to Singapore & Thailand

Market Entry | Incorporation |
Management | Incentives



- **Description:** Packed with 9 years of experience, this session offers a complete overview of launching and managing a business in Southeast Asia. Get the inside track on company setup, regulations, government support, lifestyle, and long-term viability in Singapore and Thailand.
- **Key Takeaways:**
 - Investment environments and key industries.
 - Government programs and incentives, taxation.
 - Incorporation options and legal nuances.
 - Company management and scaling (local outreach takeaways).
 - Differences between the Singapore and Thailand markets.
 - Practical insights for living and managing in SEA.
- **Region:** SEA (Singapore & Thailand) | **Duration:** 30–60 min + Q&A |
Booking: On request

- **From Startup to Global:
The 12Go.com Story**

**Global Growth | Exit Strategy |
Real-World Lessons**



- **Description:** An honest story of how a small travel tech startup grew into a global platform and went through a major M&A event. Learn from real success, painful mistakes, and what comes after selling the company—direct from the insider.
- **Key Takeaways:**
 - From Seed to Global Travel Leader: How 12Go scaled.
 - Challenges of going global, managing cross-cultural teams and a variety of jurisdictions.
 - M&A realities: mistakes, lessons, and new beginnings.
 - Practical advice for founders navigating rapid growth.
- **Region:** Global, SEA, Thailand, Singapore | **Duration:** 30–60 min + Q&A | **Booking:** On request

03. Tailored Workshops

- **Startup Boost:
True Leadership &
Managing Global**



**Business Metrics | Global Management | Negotiations |
Fundraising | Real-World Leadership**

- **Overview:**

- A dynamic, high-impact masterclass + workshop experience designed to shake up startup teams and reveal true leadership and communication potential.
- The session will take teams out of their comfort zones and place them into unpredictable, real-world scenarios, where their success depends on adaptability, collaboration, and strategy skills.
- The session is based on firsthand 8-year experience of global corporate expertise in managing international teams and scaling startups across the global market.

- **Slot 1: Masterclass (30 or 60 mins + Q&A):**

Choose one of the following high-value masterclass topics:

- Scaling Smart: Metrics & Growth Fundamentals
- Communication Mindset: Leading Global Teams
- Fundraising with Global Funds

- M&A Insights: What Really Happens

- **Slot 2: Workshop (90 or 120 mins + feedback):**

Role Switch: From Chaos & Resistance to Clarity & Collaboration

Scenario:

Participants draw random role cards — Founder, CTO, CFO, CBDO, Investor — and join brand-new teams. No one knows who they'll work with or which role they'll play!

Based on tasks, each Team shall:

- Explore options on how to collaborate in new Teams, allocate tasks and communicate clearly.
- Define core metrics & evaluate market fit.
- Build a short business plan.
- Create a pitch deck.
- Pitch to a panel of “Investors” (also randomly assigned).
- Practical feedback and improvements.

Why This Matters: It simulates the unpredictable, high-pressure nature of real company life — leadership without titles, communication without preparation, collaboration solutions, strategy in motion. The investor group will receive live coaching to assess startups and negotiate on deals.

Key Takeaways:

- Firsthand experience in leading through ambiguity.
- Sharpened communication & negotiation under pressure.
- A deeper understanding of company dynamics and investor thinking.
- Cross-role communication and improved team collaboration.

- Practical skills for managing projects in global environments.

Details:

- **Format:** Masterclass (Presentation) + Interactive Workshop
- **Audience:** Startup Teams (minimum 3–5 teams, 3–5 members each)
- **Duration:**
 - Masterclass (Presentation): 30–60 mins
 - Workshop: 90–120 mins (including debrief and feedback)
- **Region:** Global
- **Booking (Price & Dates):** On request

04. About the Speaker



Yulia Baiko

Strategic Business & Legal Expert

Experience by the Numbers:

- **12+ years of professional experience** in legal, tech, and general management. Shaped by leaders from global giants like Booking.com (Agoda) and Alibaba Group (Daraz).
- **8 years in C-level and corporate leadership roles**, driving growth and navigating complex, multi-jurisdictional environments.
- **5 years of experience in Fundraising and M&A**, managing investor transactions, due diligence, and M&A within the [Travelier Group](#).
- **Global Legal Expertise across 37+ jurisdictions** throughout Asia Pacific, EMEA, and CIS regions.

Leadership Background:

- Former Head of Legal at 12Go Group, promoted to Corporate Manager—leading cross-functional teams and overseeing global operations.

Educational Credentials:

- Master of European & International Laws.

Industry Expertise:






- Tech | AI | Strategic Development | Cross-Border Corporate Management | Investments

Mission:

- Combining deep legal expertise with strategic business insight, I'm here to help you unlock your full potential and achieve your company goals with clarity and confidence.

Links: [📁 Portfolio](#) | [🔗 LinkedIn](#)

05. Contacts & Booking

-  [Booking Form](#)
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